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# An Advertising Legacy

University of Dayton

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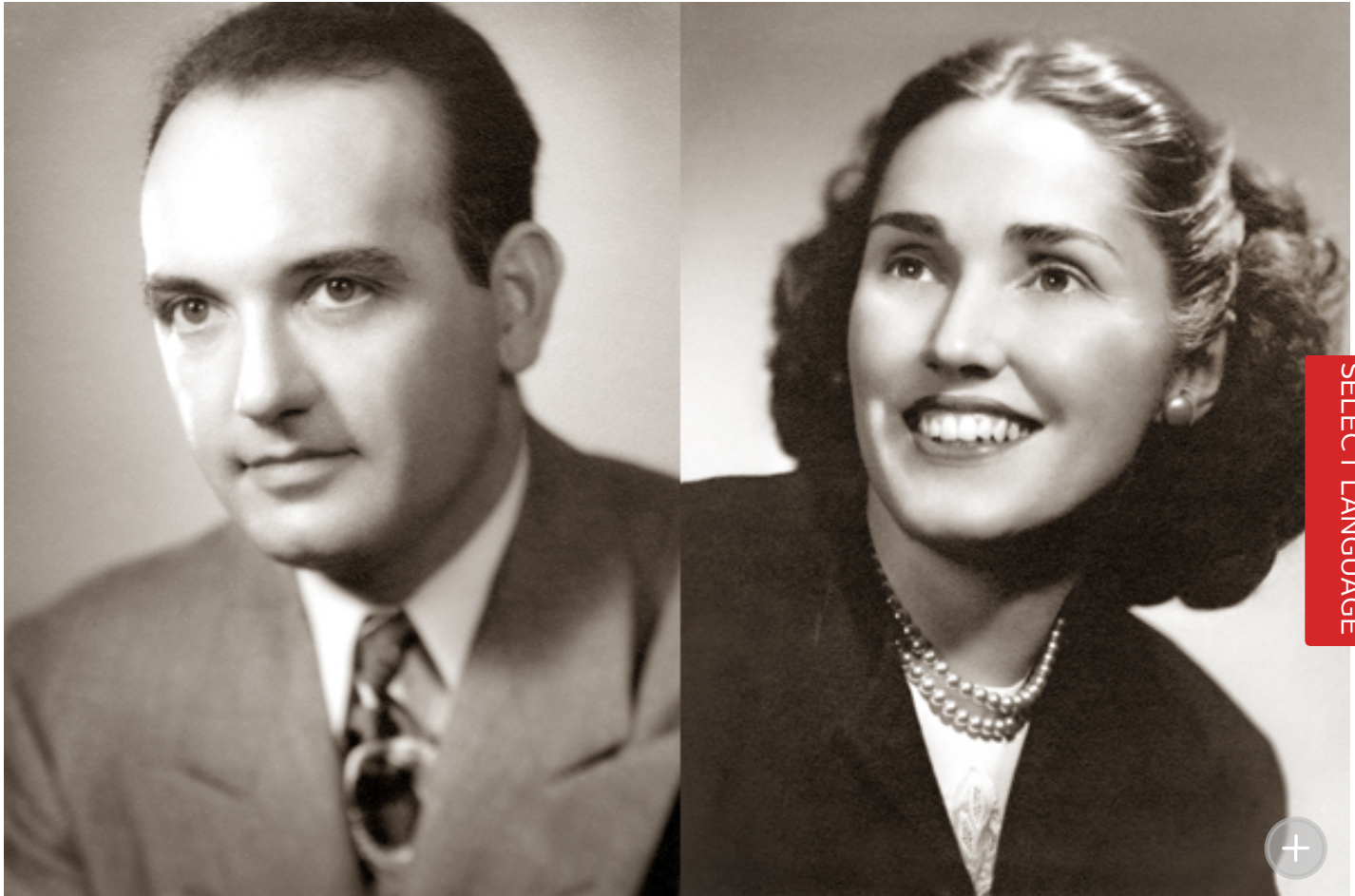
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# NEWS



*Monday October 19, 2015*

## An Advertising Legacy

A \$2.5 million bequest from a local couple will establish a new endowment to help bring top faculty talent to the University of Dayton School of Business Administration.

The gift will establish the R. Lucille M. Schaefer and Norman M. Schaefer Endowed Professorship in Advertising and Marketing.

“Lucy” Schaefer passed away in February 2014, just weeks before her 99th birthday. Norman Schaefer died in November 2010 at the age of 94 — or the age of 23, following his playful homage to his leap year day birthday. During his life, he built a successful career in Dayton as an advertising account representative.

“They were always interested in education,” said Merle Wilberding, the couple’s longtime friend and attorney. “The gift really reflects Norman’s own career and success. He wanted to give opportunities to other people to follow, in essence, his footsteps.”

Norman Schaefer, whose family ran Schaefer & Mahrt cigars in Dayton in the late 1800s, served in World War II under General Douglas MacArthur and was stationed in the South Pacific. After the war, he worked at Geyer Advertising and later at Kircher, Helton & Collette Advertising.

“The Schaefer’s’ generous gift gives the school of business a strong resource to recruit and retain first-rate professors,” said Dean Paul Bobrowski. “Their legacy will benefit generations of students.”

Although Lucy and Norman Schaefer were not University of Dayton graduates, they were Flyer basketball fans and longtime season ticket holders.

The Oakwood couple were avid travelers and active in church and community. Norman was a member of Sigma Chi fraternity, the Dayton Bicycle Club, the Dayton Racquet Club and the Emmanuel Catholic Church. Lucy was a member of the Westminster Presbyterian Church, the Dayton Woman’s Club, the Dayton Chapter of the Ikebana Club and was a charter member of the Oakwood New Neighbors Garden Club.

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